

Age 18-24
Quit Line Data Summary
January 1 - March 31, 2003

	18 - 24	State
Number of Calls to Quit Line	N = 482	N = 4,042
Percent of Statewide Calls	14.6%	100.0%
Percent of State Population in County¹	9.5%	100.0%
	18 - 24 %	State %
Gender	N = 469	N = 3,581
Female	65.2%	62.2%
Male	34.8%	37.8%
Race/Ethnicity	N = 437	N = 3,087
People of Color	15.6%	12.9%
White	84.4%	87.1%
Age	N = 482	N = 3,298
18 - 24 years old	100.0%	14.6%
Education	N = 466	N = 3,197
Did not graduate high school	30.3%	19.2%
High school graduate	40.1%	32.7%
Some college/vocational school	26.0%	36.6%
College graduate	3.6%	11.4%
Caller Type	N = 469	N = 3,656
General Information	2.1%	9.4%
Health care provider	0.2%	3.2%
Tobacco user	97.7%	87.4%
Payer Type	N = 346	N = 2,529
Insured	34.7%	36.7%
Uninsured	37.6%	29.6%
Medicaid	27.7%	33.7%
Heard About	N = 423	N = 3,148
Past caller	7.1%	9.1%
Employer/worksites	0.7%	0.7%
Health care provider	19.1%	24.8%
Television	24.1%	18.3%
Outdoor advertisement (billboard/bus/wall)	8.0%	4.9%
Targeted mailing	0.0%	0.2%
Great Start	0.0%	0.1%
Radio	1.7%	1.9%
Newspaper/Magazine	0.7%	2.5%
Brochure/Newsletter	7.3%	8.2%
Family or friend	24.6%	24.2%
Health Department	5.9%	4.5%
School	0.7%	0.7%